

REMARKS

This Amendment is in response to the Office Action date June 24, 2005. Claims 19, 28, 34, 36, and 41 have been amended. Claims 19, 21-34, and 36-41 are pending. The Amendments to claims 19, 28, 34, 36, and 41 are believed by the Applicant not to narrow the claims, but rather to clarify the claim language by reordering clauses and prepositional phrases to clarify the relationship to the intended subject (i.e., the “position of the link”.)

§103 Rejections

Claims 19, 21-24, 28, 29, 34-39, and 41 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,332,127 to Bandera et al. (“Bandera”) in view of U.S. Patent No. 6,188,398 to Collins-Rector et al. (“Collins-Rector”). Claims 25-27, 30-33, and 40 were rejected under 35 U.S.C. §103(a) as being unpatentable over Bandera in view of Collins-Rector and further in view of U.S. Patent No. 6,198,935 to Saha et al. (“Saha”). The Applicant traverses this rejection.

Each of the independent claims 19, 28, 34, 36, and 41 have been amended to clarify that the position of a link, related to a product, is in a video. Bandera does not teach or suggest positioning a link in a video. Collins-Rector does teach providing a video and positioning linked ads related to content of the video in frames around the video. As demonstrated in Figure 2 of Collins-Rector, a video is provided in Frame 1 and thumbnail ads related to the video are provided in frame 3. Other ads can be presented in Frame 2. Collins-Rector does not, however, teach the claim element recited above. In particular, the links in the system of Collins-Rector are provided in the thumbnail ads of Frame 3, not in the video of Frame 1. Claims 19, 28, 34, 36, and 41 specifically recite that the position of the link is in the video. None of the other cited references address this deficiency of Collins-Rector and Bandera. For at least this reason, claims 19, 28, 34, 36, and 41, as well as dependent claims 21-27, 29-33, and 37-40, are patentable over the cited art. Accordingly, the Applicant respectfully requests withdrawal of the rejections of these claims.

In view of the above amendment, applicant believes the pending application is in condition for allowance.

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Customer No. 38879

Respectfully submitted,

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